

Art in Public Places Committee

Application Form

Profile

Kat _____ Olson _____
First Name Middle Initial Last Name

Email Address

Home Address

Suite or Apt

Burbank _____ CA _____ 91505 _____
City State Postal Code

Mobile: _____
Primary Phone Alternate Phone

Self _____ Screenwriter _____ Screenwriter, also
Employer Job Title Occupation substitute for BUSD

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted

Length of time as a Burbank Resident:

19 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

It's been my privilege to serve on the Arts in Public Places committee for the last 6 years and would love to be considered to continue in that role - we've got some really exciting things coming up!

Education

Doctor of Psychology in Clinical Psychology (2012) Pepperdine University, Graduate School of Education and Psychology
Master of Arts in Psychology (2006) Pepperdine University, Graduate School of Education and Psychology,
Bachelor of Arts in Psychology (1998) University of Southern Mississippi, Honors College

Additional Pertinent Courses or Training

Completed Normalizing Racial Equity in Local Government training and up-to-date on Brown Act training

Other Pertinent Skills, Experience or Interests

Currently serving as Chairperson of APP; I was on the selection committee for the Media District phase and the Magnolia Park phase of the Utility Box beautification program. I also updated and refined the scoring matrix used in the selection of artists for that program.

[Upload a Resume](#)

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

I am applying to remain in the position I currently hold.

List Community activities in which you are involved:

Roosevelt Elementary School - Room Parent, PTA Member and Classroom/School Function Volunteer (2016 - present) - Organizer, Therapy Dog Program (2021 - present) - schedule, organize, and supervise monthly therapy dog visits to campus - Organizer, Flag Crew (2021 - present) - recruit and manage students/families to raise and lower flags before and after school daily Luther Middle School - Room Parent, PTA Member and Classroom/School Function Volunteer (2022 - present) Cub Scouts Pack 201 - Den 1 Leader (2018-2024): administer Cub Scout programming for scouts, organize parent participation & other activities - Camping Chair (2019-2023): organize annual Pack overnight family camping trip - Educational Overnights Chair (2019-2023): organize annual overnight trips to LA & Santa Barbara Zoos, Battleship Iowa, Natural History Museum

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

n/a

Conflict of Interest

Conflict of Interest:

Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct or indirect conflict of interest including a financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or financial holdings in relation to your responsibilities as a member of the Board, Commission or Committee to which you seek appointment?

Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

AB 1234 Training

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Art in Public Places

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

Since joining APP, I have a track record of solid attendance, participation, and engagement with projects. I am fully up-to-speed with the goals of the Committee, and I've completed both the Brown Act training, Normalizing Racial Equity in Local Government training, and am current on my Statement of Economic Interests.

What are your goals in serving on this Board/Commission/Committee?

I'm invested in continuing to beautify Burbank through Arts in Public Places projects, and, having recently been re-elected as Chair, hope to continue in this role to help provide a sense of stability on the Committee.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

Application Form

Profile

William (Bill)

First Name

Benson

Last Name

Middle
Initial

[REDACTED]
Email Address

[REDACTED] W. Elm Ave.

Home Address

Suite or Apt

Burbank

City

CA

State

91506

Postal Code

Home: [REDACTED]

Primary Phone

Alternate Phone

Self

Employer

Owner and Founder of The
Mental Gym

Job Title

Licensed Psychotherapist
in Private Practice

Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted

Length of time as a Burbank Resident:

7 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

My interest in joining the Burbank Art in Public Places committee stems from a life intricately woven with art and its transformative power. From the tender age of five, when I first began winning art contests, art has been my sanctuary and my voice. Growing up gay in the conservative milieu of 1970s Michigan, creativity wasn't merely an activity for me—it was a vital coping mechanism, a way to forge identity and resilience in a world that often seemed unwelcoming. As a licensed psychotherapist, I have dedicated my career to unlocking the therapeutic powers of creativity. In my practice, I empower clients to tap into their creative selves, using the arts as a tool to explore, understand, and enhance their life skills. This approach has not only aided in their healing but has also encouraged a fuller engagement with the world around them. Furthermore, my role as Board Chair of The Peacock Foundation has allowed me to innovate in the therapeutic use of animals, helping at-risk youth navigate their emotional landscapes. By integrating creative expression with animal therapy, we have developed a unique program that significantly alleviates stress and fosters emotional resilience among participants. Serving on the Burbank Art in Public Places committee would be a natural extension of my lifelong commitment to the arts as a medium for personal and communal healing. I am eager to bring my unique blend of professional expertise and personal passion to the committee. Together, we can implement public art initiatives that not only beautify our spaces but also offer solace, inspiration, and a deeper connection to the curative nature of the fine arts for all Burbank residents.

Education

Bachelor of Arts (with Honors), UCLA Film School (Class of '87) Master of Arts, Clinical Psychology, Antioch University (Class of '96)

Additional Pertinent Courses or Training

Extensive training in fine arts over several years: Oil and watercolor painting under the instruction of Michiel Daniel and Erin Scott (Long Beach City College). Ceramics and Sculptural apprenticeship under the instruction of Dale Fulkerson (Los Angeles Valley College). Film and TV Production curriculum at UCLA Film School, including Media writing, directing, editing, and cinematography.

Other Pertinent Skills, Experience or Interests

[Upload a Resume](#)

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

None.

List Community activities in which you are involved:

None currently.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Art in Public Places

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

Each of the following roles, typical of committee membership, will leverage my experiences and insights as a psychotherapist and seasoned arts industry veteran to enhance the effectiveness of the Burbank Art in Public Places committee and enrich the community's interaction with art: 1. Policy Development and Oversight: I aim to ensure that policies related to public art are robust and reflective of our diverse community. This includes developing, reviewing, and refining guidelines that respect the community's values and maintain the artistic integrity of installations. As the past Board Chair of The Peacock Foundation, I developed and implemented a therapeutic program for local children. This included managing public and funding outreach, including grant applications. Similarly, a clear and consistent policy framework will guide the effective rollout of these community programs. This includes art selection, installation, and maintenance of public artworks. 2. Art Selection: Participating in the art selection process is a priority. I will help evaluate artist submissions and project proposals to ensure that the chosen artworks enhance public spaces' aesthetics and enrich Burbank's cultural fabric, making art accessible and representative of all community members. As a lifelong artist with a background that includes professional fine and media arts experience and the management of creatives, I feel

William (Bill) Benson

uniquely qualified to facilitate effective communication between artists and city officials. 3. Community Engagement: Facilitating and actively engaging in community meetings and forums is crucial. I aim to gather comprehensive community feedback and foster a participatory approach in public art projects, ensuring that these initiatives resonate with and belong to the people of Burbank. I was hand-selected by Michael Eisner to represent Disney Studios right out of Film School. I was part of a two-member team doing on-the-ground demographic research and public relations, which allowed me to hone my public relations skillset. My duties included ensuring Disney films and displays were exhibited correctly in hundreds of Western US and Canadian theaters. This experience would transfer appropriately to the skillset needed for Art selection, installation, and management. 4. Collaboration: I will work closely with artists, city officials, architects, and other stakeholders to ensure that art is seamlessly integrated into urban development. This collaboration will help create spaces where public art and architecture complement each other, meeting aesthetic standards and safety regulations. As a Psychotherapist for the last 25 years, I listen and learn from my clients daily, blending my knowledge with theirs to achieve positive results. As a production veteran of many live broadcasts, including The American Music Awards, People's Choice Awards, Emmys, and Oscars, I am keenly attuned to working with a range of individuals - from executives to artists - on implementing creative endeavors with a deadline. 5. Funding and Budget Management: Identifying funding sources and managing budgets responsibly are vital to sustaining public art projects. I intend to oversee the fiscal aspects diligently, ensuring efficient use of funds and seeking additional resources to support ambitious public art initiatives. As a member of Hollywood's creative community, I can leverage my associations to help the city broaden its visibility to potential funding sources and partnerships. 6. Promotion and Advocacy: Advocating for public art and promoting its benefits will be a significant part of my role. I plan to engage in activities that elevate Burbank's public art profile, highlighting its role in enhancing urban life and community well-being. As a member of the LGBTQ+ community, I am sensitive to the inclusion of historically underserved populations. As a psychotherapist, I understand that we are social beings - the more connected we feel to one another, the more we can live as a harmonious community. Art goes a long way in creating a shared dialog that crosses psychological barriers. 7. Monitoring and Evaluation/Documentation and Archival: It is essential to monitor the artworks' condition and their impact on the community regularly. I will advocate for timely maintenance and updates to ensure that the art remains engaging and relevant, reflecting the evolving dynamics of the community. Accurate recording and maintenance of documentation related to public art projects are crucial for transparency and accountability. I aim to ensure that all project details are systematically archived for future reference and evaluation. I founded The Mental Gym in 2001 and have created a contributing and financially stable sole proprietorship. As an entrepreneur, I understand the importance of organized business practices and the ability to make clear, transactional decisions based on provided data. 8. Education and Outreach: It is vital to support educational initiatives that promote public understanding and appreciation of art. I plan to coordinate with local schools and community groups to foster a deeper connection between Burbank's residents and the public art surrounding them. During my tenure with The Peacock Foundation, I helped coordinate the integration of our creative program into the LAUSD, private academies, local homeless shelters, and Domestic Violence shelters. For example, we partnered with the autistic children of The Bridges Academy in Studio City to put on an animal-themed carnival full of art and science exhibits designed by the students. Inviting the public to this affair afforded Bridges more visibility of its mission within the local community. 9. Regular Meetings: Attending and actively contributing to board meetings is fundamental. I am committed to preparing thoroughly for discussions, staying informed about the latest developments in the field of public art, and ensuring that my contributions are thoughtful and impactful. As The Peacock Foundation's Board Chair, I scheduled monthly meetings, organized the agenda, and helped develop the subcommittees. I understand the importance of regularity and commitment.

What are your goals in serving on this Board/Commission/Committee?

My goals in serving on the Burbank Art in Public Places committee are deeply rooted in my personal and professional experiences. They revolve around leveraging the power of art to transform and heal communities. Firstly, I am deeply committed to expanding the accessibility of art in public spaces. I believe in the democratization of art, and as such, I aim to ensure that every sector of Burbank's diverse community feels represented and has access to art that speaks to them. I am dedicated to initiatives that integrate art into everyday settings, making it an intrinsic part of daily life rather than something that is only experienced in traditional, often exclusive, venues. Building on my professional background as a licensed psychotherapist, I am driven to introduce art projects with a therapeutic dimension. By nurturing projects that promote personal expression and reflection, we can assist community members in confronting and managing their challenges. Art can serve as a non-verbal language for emotions that are too complex to articulate, providing a profound medium through which individuals can embark on their healing journey. Furthermore, I am keen on fostering interdisciplinary collaborations that marry art with other therapeutic modalities. This is similar to my work with The Peacock Foundation, where we combined creative expression with animal therapy. For example, integrating interactive art installations with elements of nature and engagement could have a transformative effect, replicating and scaling the success we've seen in helping at-risk youth manage stress and build resilience. Ultimately, my goal is to ensure that Burbank's public art beautifies the city and contributes positively to its residents' mental and emotional well-being. I envision a community where public art acts both as a mirror and a window—reflecting our shared experiences and offering new perspectives. Serving on this committee would enable me to channel my experiences and insights into making Burbank a pioneer in using art as a tool for communal enhancement and individual well-being.

Second Choice**SECOND choice for Board/Commission/Committee appointment:**

N/A

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

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I Agree

Application Form

Profile

Heather

First Name

Owens

Last Name

Middle Initial

[Redacted]

Email Address

[Redacted] E Angeleno Ave

Home Address

Suite or Apt

Burbank

City

CA

State

91501

Postal Code

Mobile: [Redacted]

Primary Phone

Alternate Phone

The Refinery Creative

Employer

Sr. Account Executive

Job Title

Creative Design

Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted

Length of time as a Burbank Resident:

14 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

First of all, I love the city of Burbank. I am from a small town in Ohio and the city of Burbank is the closest city that reminds me of home. I also have been in entertainment design for most of my career (20+ years). Combining my passion for the arts and my love for this city makes me very interested in the Art in Public Places Committee. I have also already served 4 years and would love to continue to serve on this committee.

Education

Bachelor of Science in Marketing from Miami University, Oxford, OH

Additional Pertinent Courses or Training

UCLA extension course in photoshop, illustrator, quark.

Other Pertinent Skills, Experience or Interests

I have served on the PTA board at my children's school for many years. I am very aware of how meetings are ran, the correct protocol, etc. I won the PTA Honorary Service Award for Leadership in 2018. I have won many awards for creative design work that I have overseen in the entertainment design world which includes: Clio Entertainment Award 2019 (2 bronze), Davey Awards 2014 (gold), Annual Design Awards 2011 (agency of the year). I was also chosen to be one of the Clio Entertainment Award Key Art Judges in 2014.

[Upload a Resume](#)

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

I have served on the Burbank Arts and Public Places Committee for the past 4 years.

List Community activities in which you are involved:

I donate to the local food pantry and I donate to other local charities. I also volunteer my time with my local church.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

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Yes No

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Art in Public Places Committee

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I have been working in creative design/art for 20 years so I believe I have a strong background that allows me to be a strong candidate for the Art in Public Places Committee.

What are your goals in serving on this Board/Commission/Committee?

I love the city of Burbank and my goal is to become more involved in the community. When I saw there was an opening, I knew I had to submit.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

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I Agree

HEATHER L. OWENS

▪ <https://www.linkedin.com/in/heatherowens/>

PROFILE: MARKETING AND BRAND DEVELOPMENT SPECIALIST, CREATIVE DIRECTOR

Award-winning Creative Marketing Executive with 15+ years of experience in marketing, creative design, and product branding. Arsenal of expertise includes creating partnerships with studio marketing executives to conceptualize and develop advertising concepts for **films that have generated up to \$606M** in the box office receipts. Performance-focused leader with exceptional team building skills and a track-record of overseeing, leading, and directing design teams consisting of copywriters, graphic artists, and finishers in both Los Angeles and New York. Collaborative communicator with strong interpersonal skills, and the ability to work effectively with people from diverse backgrounds.

Areas of Expertise

- Design, Marketing, & Branding
- Brand Exposure, Awareness, Loyalty
- Search Engine Optimization (SEO)
- Poster Design/Marketing Collateral
- Digital Strategy / Website & Print Design
- Budget / Expense Management
- Web/Print Content Development
- Production Planning/Execution
- Design Team/Creative Team Leadership
- Elite Customer/Client Service
- Writing/Proofreading
- Photoshoot Production
- Product Positioning
- Social Media Platforms
- Marketing Strategies

STRENGTHS & VALUE OFFERED

- **Amassed a comprehensive portfolio of achievements** in creative design leadership, graphic artistry, and brand management.
- **Maximized brand awareness and profitability through the management of a wide variety of projects** for other TV/film/SVOD clients, including HBO, HBOmax, Netflix, Big Ten Network, RLJ Entertainment, Lionsgate, Bravo, IFC Films, Food Network, Hallmark Entertainment, NBC, USA, Sci-Fi Chiller, WeTV, Disney, 20th Century Fox, Millennium Films, Sony/Columbia Pictures, and Warner Brothers.
- **Produced and art directed photo shoots for Theatrical and TV clients resulting in increased overall sales** within the Theatrical Print Department and TV Print Department. Managed all aspects of creative advertising for clients including Warner Bros., 20th Century Fox, 20th Century International, and Bravo Television.
- **Managed the creation, production, and delivery of art materials including theatrical posters**, outdoor billboards, newspaper and print advertisements, and standees for clients that include: HBO, HBOmax, Lionsgate, Warner Bros., 20th CenturyFox, 20th Century Fox International, Oxygen, Disney, Sony, MGM, and Paramount.

PROFESSIONAL EXPERIENCE

Legion Creative Group

2019 to 2020

VICE PRESIDENT CREATIVE SERVICES

Provided New Business by increasing the overall clientele by 250% in just 1 year. Identified, pitched, and closed prospective clients which included: Lionsgate, Netflix, HBO, HBOmax, Big Ten Network, RLJ Entertainment, AMC, Shudder. Implemented new systems to help streamline workflow for whole company. Supervised my own projects while acting as Product Manager and Production Manager for the creative team.

- Spearhead rebranding initiatives for the 5 year anniversary fo the company to include update to the website, revamp of all social media platforms, and overall new brand message. Set up Google Analytics to monitor web traffic for the company.
- Generated creative briefs for staff based on client direction. Co-created concepts, art direction, digital, motion, and finishing elements (Title Treatments, Posters, Out-of-Home, In-Theatre, Digital, etc.).
- Streamlined workflow/billing process to account for all projects and costs. Negotiated all client and outside fees.

Blue Collar Works Production**2017 to 2018****PRODUCER – EDDY MOVIE**

Provide creative leadership and direction while producing cost-effective and engaging short films. Handle all aspects of film production, including budget management, film/photoshoot production, people management, process optimization, and brand awareness.

- Successful at producing this short film that is currently on the film festival circuit. Ensure strict compliance with all budget, expenses, and time requirements.
- Leverage knowledge and expertise in marketing and producing photo shoots to anticipate post-film production marketing needs. Took the initiative to produce mini photoshoots for marketing materials including movie posters that perfectly captured the essence of the film.

Made in LA, LLC**2015 to 2019****CREATIVE DIRECTOR**

Principal strategist and visionary in charge of overseeing, leading, and directing all aspects of day-to-day creative operative and business operations for this full-service creative marketing and design firm specializing in small businesses and Independent filmmakers. Optimize client success by offering a wide range of innovative approaches to meet and exceed brand marketing and brand awareness goals. Lead a team with strong proficiencies in design, marketing, branding, and social media platforms. Successfully transitioned from working with large movie studios to working with small businesses and independent filmmakers to create a more profound impact.

- Champion innovative and successful services which include Website Design, Branding, Logo, and Print Design, Poster Design, Digital Strategy, Social Media, and SEO to maximize results for each client.
- Spearhead rebranding initiatives to increase small business awareness within the community. Revamp or create new website presence to increase brand awareness and drive consistent sales.
- Channeled the spirit of innovation and answered the need for business development through creative branding, rebranding, and marketing within the community to assist small businesses in their ability to grow and thrive.

Asquared Design Group**2011 to 2015****SENIOR VICE PRESIDENT**

Exhibited decisive leadership while spearheading the launch of the Los Angeles location of this graphic design agency based in New York - taking it from \$0 to a multi-million-dollar company in a relatively short period. Oversaw, led, and directed all aspects of day-to-day operations, including sales, business development, staff recruiting and leadership, and project management. Exploited advertising platforms including digital, events, experiential, newspaper, OOH, print, and social media to increase brand exposure. As a Creative Director oversaw all members of the design team in Los Angeles and New York and produced key art concepts and designs for film studios.

- Demonstrated the ability to take creative initiative and collaborate with studio marketing executives to design, develop, and launch advertising concepts for several film projects. Films included:
 - Life of Pi which generated US box office \$609M
 - Kingsman Secret Service which generated US box office \$414M
 - Mad Max Fury Road which made US box office \$378M
- Controlled brand imagining for movie studios, TV networks, channels, and brands that reach up to 100M households across the United States.
- Mentored, led, developed, and empowered a team of eight (8) designers to not only meet but far exceed client specifications and expectations.
- Led the team to win several awards for unprecedented work in design innovation.

EARLIER CAREER HISTORY

- Vice President, The Cimarron Group, 2010-2011
- Manager of Brand Development, Petrol, 2008-2010
- Senior Account Executive, The Cimarron Group, 2002-2008

EDUCATION, TRAINING & DEVELOPMENT, DISTINCTIONS

Bachelor of Science in Business-Marketing, Communication Arts and Finance, Miami University

Training & Development

UCLA extension course in Illustrator, Photoshop, and Quark

Distinctions

Clio Entertainment Award/ 2 Bronze 2019

Honorary Service Award for Leadership in 2018

Clio Entertainment/Key Art Awards Judge 2014

Davey Awards/Gold 2014

Annual Design Awards/Agency of the Year 2011

Application Form

Profile

Marshall

First Name

Ross

Last Name

Middle
Initial

[REDACTED]

Email Address

[REDACTED] N Cordova St.

Home Address

[REDACTED]

Suite or Apt

Burbank

City

CA

State

91505

Postal Code

Home: [REDACTED]

Primary Phone

Alternate Phone

Music Makes Us Feels Inc.

Employer

App Developer

Job Title

Software Development

Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

3 years

Burbank Registered Voter?

 Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

Everyone should have the opportunity to lose themselves in a good book. There's nothing quite like seeing words on a page and building dragon filled worlds in your mind or finding a bit of business advice that actually helps. The library is one of our last safe and free spaces. I don't know if you've seen videos like this talking about the danger our favorite 3rd places are in <https://www.youtube.com/watch?v=42xZB80sZal> (not my only source but the most entertaining one) but it's important to have normal, rational, people like myself on library boards to avoid detrimental changes like mass book bans. I also love the programming the Burbank library has beyond its shelves like the Spark! lab and career assistance programs and would hope to expand and encourage programming like this.

Education

Bachelor's Degree, Music Production and Technology

Additional Pertinent Courses or Training

Eagle Scout, Software Development courses, Musician

Other Pertinent Skills, Experience or Interests

Constant reader - I always have 2-3 books going at a time. Right now it's "The Obesity Code" by Dr. Jason Fung and "Killers of the Flower Moon" by David Grann. Software Development, Piano and Singing, Videographer, coffee maker, organization and systems design, good with spreadsheets, part-time video editor. Regular guy.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

I was president of my acappella group in NYC, member of the student activities committee in college, avid voter and member of "vote forward."

List Community activities in which you are involved:

Magnolia Park Night Out, Holiday music in Downtown Burbank, celebrity spotting at the Burbank Whole Foods.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

None

Conflict of Interest

Conflict of Interest:

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Yes No

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I'm a computer wiz. I'm extremely organized. I'm friendly and smart. I can write and song or code an app. If I don't know how to do something I learn how. I'm helpful, kind, and efficient.

What are your goals in serving on this Board/Commission/Committee?

Provide and open and efficient please for people with an interest in the library to have their ideas considered. To be an example of someone who's rational, not extreme, in local politics. I want business as usual to grow interest in the library and its programs and advocate to get the fine folks who run the library the resources they need. Since subscribing to the newsletter when I moved here I've loved seeing the library's growth and I'm excited for a the new building.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Art in Public Places Committee

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

Marshall A. Ross | Mobile Developer, iOS



EXPERIENCES

GRAND CHAMPION, LA TECH WEEK HACKATHON, LOS ANGELES, CA – 2022

The purpose of this hackathon, sponsored by Hacker Fund, was to build meaningful tech for Angelenos. Judges from Google, Tiktok, Coinbase, and several other premiere tech companies awarded my project the top prize. I built an app to help Angelenos make money from bottle and can deposits by partnering them with recycling centers.

LEAD IOS SOFTWARE ENGINEER, BARKBARKBARK, BURBANK, CA – 2021-PRESENT

Led the development of a canine social media app utilizing the latest Apple and Google technologies. Highlights include: video recording, editing, upload, download, and playback; AI, user authentication, account management, deep-links, push notifications, social media feed algorithms, and accessibility.

SENIOR SUPPORT SPECIALIST, FRAME.IO, NEW YORK, NY – 2019-2021

Built and optimized automation pipelines to transform customer stories into actionable product feedback. Trained crews and production teams to ensure exceptional uptime from their Camera to Cloud technology. Architected solutions for millions of platform users. Worked to grow from 100 employees to a \$1.3 Billion acquisition by Adobe inc.

CREATIVE PRO, APPLE INC. BROOKLYN, NY – 2017-2019

Demonstrated the benefits of combining arts and technology. Through live and digital presentations, Creative Pros simplify even the most complex technical workflows. By exchanging useful feedback with their teams these leaders turn dreamers into doers. Invited to represent the NYC area at several iPhone launch events in Cupertino, CA.

GENIUS, APPLE INC. QUEENS, NY – 2015-2017

Repaired broken relationships between customers and Apple inc. Through understanding, empathy, and troubleshooting I empowered customers to unlock the benefits of technology. Derived knowledge from industry insight & repair experience.

FREELANCE TECHNICAL DIRECTOR & AUDIO ENGINEER | 2011-PRESENT

Planned, performed, or delegated all AV/IT production aspects from client specs.

SKILLS

- **App Dev:** Swift, SwiftUI, UIKit, Objective-C, Combine, Async/Await, Networking, Core Data, Unit Testing/TDD, Regex, REST APIs, MapKit, Vision, MVVM, MVC.
- **Other Dev:** Python, HTML, CSS, Javascript, MongoDB, Docker, Selenium.
- **Tools:** Xcode, Firebase, Postman, Sketch, Airtable, Jira, Figma, Zapier, Pixelmator, Final Cut Pro X, Logic Pro X, Procreate, Apple Configurator, Cypress, Github, Twilio.
- **Certifications:** Apple Certified Mac Technician, Apple Certified Mobile Technician.

EDUCATION

University of Hartford, The Hartt School, Hartford, CT

B.M. Music Production & Technology, Summa Cum Laude w. University Honors, 2014

Application Form

Profile

Jeff

First Name

Ferguson

Last Name

Middle
Initial[REDACTED]
Email Address

[REDACTED] N Ford ST

Home Address

Suite or Apt

Burbank

City

CA

State

91505

Postal Code

Mobile: [REDACTED]

Primary Phone

Alternate Phone

Run Out Groove Records

Employer

Co-Founder

Job Title

Entrepreneur/Record Store
Owner/Former Advertising
Executive

Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

14 years

Burbank Registered Voter?

 Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

As a long-time resident of Burbank and owner of Run Out Groove Records, I deeply appreciate our community's vibrant culture and artistic heritage. I am passionate about contributing to the enhancement of public spaces through art, which I believe plays a vital role in fostering community spirit and engagement. My professional background in online marketing, brand management, and public speaking has equipped me with the skills to promote and support public art initiatives effectively. Serving on the Art in Public Places Committee would allow me to utilize my expertise to advocate for the arts, support creative projects, and help ensure that public art in Burbank is accessible, impactful, and reflective of our diverse community.

Education

I hold a Master of Business Administration and a Bachelor of Arts in Communications with an emphasis on Advertising and a minor in Computer Science from California State University, Fullerton. This educational background has provided me with a strong foundation in business management and the technical aspects of digital marketing, enabling me to develop comprehensive strategies for online brand and advertising campaigns.

Additional Pertinent Courses or Training

While at California State University, Fullerton (CSUF), I took various art courses, including Illustration and Typography, as part of my degree. Initially focusing on becoming a copywriter, I have used these skills throughout my career, writing for several industry publications. These courses and experiences provided a solid foundation in visual arts and effective communication, essential for promoting and supporting public art initiatives.

Other Pertinent Skills, Experience or Interests

As an avid woodworker, I have taken several courses in this hobby and built all the cabinets and fixtures at my record store.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

This would be my first time serving on a City Board, Commission, or Committee.

List Community activities in which you are involved:

I am currently a member of the Magnolia Park Merchants Association. During my time with this group, I brought the Food Truck Friday events back to Magnolia Park. My partner, Ellen, and I are also taking over the planning responsibilities for Magnolia Park's annual "Holiday in the Park" event (November 22, 2024!).

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct or indirect conflict of interest including a financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or financial holdings in relation to your responsibilities as a member of the Board, Commission or Committee to which you seek appointment?

Yes No

Jeff Ferguson

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

AB 1234 Training

The Board, Commission or Committee (collectively Board) you are seeking appointment to provides City reimbursement for attending trainings or conferences. Therefore, under State Law all members of the Board must receive at least two hours of ethic's training, as prescribed by the Fair Political Practices Commission, within one year of appointment and once every two years thereafter.

First Choice

FIRST choice for Board/Commission/Committee appointment:

Art in Public Places Committee

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I hold a Master of Business Administration and a Bachelor of Arts in Communications with an emphasis on Advertising and a minor in Computer Science from California State University, Fullerton. During my time at CSUF, I took various art courses, including Illustration and Typography, which, along with my initial focus on copywriting, have provided me with a strong foundation in visual arts and effective communication. Professionally, I have over 25 years of experience in online marketing, brand management, and advertising, working with global corporations such as Experian, Hilton Hotels, and Sony. As the CEO and Founder of Amplitude Digital, I have created and managed numerous digital media campaigns, enhancing market exposure and driving revenue growth. Additionally, I am the owner of Run Out Groove Records, a record store in Burbank, where my woodworking skills were put to use in building all the cabinets and fixtures. This hands-on experience, combined with my professional background, equips me with the skills necessary to support and promote public art initiatives in our community effectively.

What are your goals in serving on this Board/Commission/Committee?

My primary goal in serving on the Art in Public Places Committee is to enhance Burbank's public spaces by promoting and supporting impactful and accessible public art. I aim to foster a stronger sense of community through artistic projects reflecting our diverse culture and heritage. Additionally, I want to leverage my experience in marketing and community engagement to secure additional funding and public support for art initiatives. By serving on this committee, I hope to contribute to making Burbank a vibrant and inspiring place to live and visit.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Board of Library Trustees

Jeff Ferguson

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I hold a Master of Business Administration and a Bachelor of Arts in Communications with an emphasis on Advertising and a minor in Computer Science from California State University, Fullerton. During my time at CSUF, I took various art courses, including Illustration and Typography, which, along with my initial focus on copywriting, have provided me with a strong foundation in visual arts and effective communication. Professionally, I have over 25 years of experience in online marketing, brand management, and advertising, working with global corporations such as Experian, Hilton Hotels, and Sony. As the CEO and Founder of Amplitude Digital, I have created and managed numerous digital media campaigns, enhancing market exposure and driving revenue growth. My extensive experience in public speaking and writing for industry publications demonstrates my ability to communicate effectively and advocate for important causes. Additionally, as the owner of Run Out Groove Records in Burbank, I have a vested interest in our community's cultural and educational development. My hands-on experience with community engagement and my passion for literature and lifelong learning align well with the mission of the Board of Library Trustees.

What are your goals in serving on this Board/Commission/Committee?

My primary goal in serving on the Board of Library Trustees is to advocate for and enhance the services provided by the Burbank Public Library. I aim to support initiatives that promote literacy, lifelong learning, and community engagement. Leveraging my background in marketing and communication, I plan to help increase awareness of the library's resources and programs, ensuring they reach a broader and more diverse audience. Additionally, I want to contribute to developing innovative programs and partnerships that address the evolving needs of our community, making the library a central hub for education and cultural enrichment in Burbank.

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

JEFF FERGUSON

N Ford St. | Burbank, CA 91505

Online Marketing/Advertising

Highly creative Internet Marketing expert with over 25 years of experience in driving revenues, expanding market exposure, and building customer bases of global corporations through the skillful synthesis of online brand and advertising campaigns. Catalyst for new business development through the customized use of key tools such as search engines (SEM and SEO), social media, affiliate marketing, email marketing, and customer growth and retention programs for such clients and corporations as Experian, Hilton Hotels, Kimberly Clark, Sony, and Napster. Public speaker with strong writing skills backed by an invaluable combination of advertising and advanced computer science proficiencies.

Brand Management • Advertising • Competitive Market Intelligence • Search Engine Marketing
Direct Response Marketing • Market Surveys • Marketing Strategy • Project Management • Multimedia Advertising
Revenue Growth • Product Development • Trend Analysis • Staff Management • Campaign Management
Affiliate Marketing • E-Mail Sales Campaigns • Customer Growth, Retention • Business Development

PROFESSIONAL EXPERIENCE

AMPLITUDE DIGITAL (formerly FANG MARKETING), Burbank, California • December 2010 – Present

CEO & FOUNDER

Marketing consulting business, evolved to a full service advertising media agency specializing in digital media. Created and managed digital media campaigns in paid search, SEO, display media, social media, mobile, email, affiliate programs, and more for companies such as Apria Health, Belkin, CBS, eHarmony, Harbor Freight Tools, JustFab, Manchester United, Prestige Brands, The Smithsonian, and Sony. Merged with Amplitude Digital in April 2020.

LOCAL.COM, Irvine, California • April 2009 – December 2010

Senior Director, Online Marketing

Drove revenue and margin growth of the local search engine and content provider through the optimization and expansion of one of the top five largest search engine marketing (SEM) programs in the U.S. Lead multi-departmental team to increase organic search traffic via search engine optimization (SEO) for both owned and operated and network partner sites. Dissect competitor's new features, advertising campaigns, and other analytical tools to formulate and refine internal marketing strategies. Lead five-person search engine marketing and optimization team.

Achievements:

- Increased topline revenue for Local.com business unit by over 32%, adding over \$5.7 million in revenue to a previously flatlined campaign, while increasing margins by 157%
- Grew organic traffic by over 30% while increasing organic revenue by over 50%.

NAPSTER, Los Angeles, California • June 2006 – February 2009

Director, Online Marketing

New business development and revenue growth for the international music subscription service through brand management, multimedia advertising campaign management, and direct response marketing initiatives for target audiences spanning the U.S. Marketed subscription, special offers, and track, and album businesses through well-crafted online marketing programs comprised of search engines, affiliate marketing, e-mail marketing, and customer retention strategies. Employed Ominture SiteCatalyst and Business Objects to assess customer activity flow, conversion, churn, and other key performance indicators. Introduced splash page and other site optimization programs to increase conversion and retention. Lead two-person acquisition and retention team.

NAPSTER (cont.)

Achievements:

- Decreased acquisition costs by >50% by slashing unprofitable programs and transitioning key functions in-house as the manager of agency and internal teams.
- Led a major Search Engine Optimization (SEO) project to index thousands of new artist catalog pages, increasing track and album sales by >25%
- Cut subscriber churn by >10% by introducing new retention programs employing data mining techniques.

ONLINE MARKETING CONSULTANT, Various Locations • July 2004 – June 2006

Innovated and oversaw online advertising, search engine marketing, affiliate marketing, and e-mail acquisition and retention campaigns for clients like Experian (LowerMyBills.com), InterActiveCorp (ZeroDegrees), the Natural History Museum of Los Angeles, MLSOnline, Qmotions, and IPDG Internet Ventures. Performed competitive analysis to generate online marketing strategies for clients ranging from start-ups to well-established companies.

Client Projects:

- **LowerMyBills:** Propelled revenues by developing and managing a “Long Tail” plan to expand beyond ad networks and portal-based channels to increase leads while maintaining a positive ROI.
- **Natural History Museum of Los Angeles:** Accelerated Internet pre-sales by >20% after launching the group’s first paid search engine marketing campaign to publicize a natural disasters exhibit.

ADDITIONAL POSITIONS (Full details upon request)

WAHLSTROM GROUP/IPG, Irvine, California • July 2003 – July 2004

Manager, West Coast Interactive Services: Crafted search engine marketing and directional campaigns for renowned clients such as American Airlines, Farmers Insurance, Hilton Hotels, KinderCare, and Toyota. Led a 4-person bi-coastal team tasked with search engine optimization, campaign result reporting, and billing.

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin • February 2002 – July 2003

Interactive Media Manager: Executed online ad campaigns for the Huggies, Kleenex, and Scott product lines resulting in higher consumer coupon use and the acquisition and retention of specialized audiences such as parents and teenagers.

HILTON HOTELS CORPORATION, Beverly Hills, California • March 1999 – February 2002

Director, Online Advertising: Managed online advertising functions for the Hilton, Hilton Garden Inn, and Doubletree hotel brands using direct response marketing and strategy development and execution. Linked online sales revenue to advertising to enable calculation of return on ad spends leading to a higher ad budget QOQ. Direct brand and campaign management as the company’s first online advertising specialist. Pioneered online strategies, many of which are still in use. Originated internal tracking and reporting methodologies to optimize online advertising campaigns. Managed agency relationships.

Note: Additional work history includes positions as a **Marketing Manager at Interactive Search (1998-1999)** , and **Internet Marketing Manager/Webmaster at Alpha Microsystems (1995-1998)** . Details on request.

EDUCATION

Master of Business Administration

Bachelor of Arts in Communications w/ Advertising Emphasis, Minor in Computer Science

California State University, Fullerton, California

PROFESSIONAL DEVELOPMENT/AFFILIATIONS

Speaker, Various Digital Marketing Conferences, U.S., Barcelona, Berlin, London, Singapore, Stockholm
Board of Directors, Search Engine Strategies Conferences (2007-2010)
Adjunct Professor, UCLA - Advanced Digital Marketing/SEO courses.

Application Form

Profile

Kyle _____ Hardy _____
 First Name Middle Initial Last Name

 Email Address

 Home Address

Bethany Rd _____
 Suite or Apt

Burbank _____ CA _____ 91504 _____
 City State Postal Code

Mobile: _____
 Primary Phone Alternate Phone

Self-employed _____ CEO _____ AD/Financial Agent _____
 Employer Job Title Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted
 Heritage Commission: Submitted

Length of time as a Burbank Resident:

3 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

To help the community grow as a whole. Learn and hone my skills as a leader. Challenging myself and those around me to improve in all aspects

Education

B.S.B.A.

Additional Pertinent Courses or Training

Other Pertinent Skills, Experience or Interests

Time management, communication skills, growth mindset, community building

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

Burbank Community development goals committee for 1 year

List Community activities in which you are involved:

Burbank chamber of commerce. Burbank young professionals. Burbank toastmasters. Small business owner. Volunteer for the Jacaranda house.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A.

Conflict of Interest

Conflict of Interest:

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Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

Burbank

AB 1234 Training

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Kyle Hardy

First Choice

FIRST choice for Board/Commission/Committee appointment:

Arts in Public places as my number one!

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

Been involved in the arts as a career path for almost 9 years! Creativity is in my blood.

What are your goals in serving on this Board/Commission/Committee?

Creativity is an important outlet and really allows people and individuals express who they are through this beautiful medium of imagination! I want the community to thrive in this idea and feel comfortable enough to express their true selves!

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Heritage Committee as my number two! I would like to rescind my incumbent application for CDGC in place of Heritage committee!

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I believe in being proud of who you are and standing for yourself! Understanding where you came from is an important aspect of one's personal development!

What are your goals in serving on this Board/Commission/Committee?

To improve as a leader and bring knowledge of different peoples and their journeys in this life to the forefront of the community so we can recognize them for how they've impacted the community as a whole.

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

Application Form

Profile

Dana _____ L _____ Morris _____
First Name Middle Initial Last Name

Email Address

Home Address

Suite or Apt

Burbank _____ CA _____ 91506 _____
City State Postal Code

Mobile: _____
Primary Phone Alternate Phone

Del Rey Properties LLC _____ Property Manager _____ Sales, Public Relations, Administration _____
Employer Job Title Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted
Heritage Commission: Submitted

Length of time as a Burbank Resident:

50+

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

Burbank has been my home for a VERY long time, as it has been for four generations of my family. I care very much about what happens here, and I am quite invested in keeping it a wonderful place to live. I am proud of our city's heritage and I want to ensure that we maintain our civic culture and communicate it well to our fellow citizens.

Education

Elementary: William McKinley Elementary School, Jr. High School: David Starr Jordan Jr. High School; High School: John Burroughs High School; College/University: University of Southern California, B.A. Letters, Arts & Sciences -- Double Major: Journalism (Public Relations Emphasis) / Human Communications

Additional Pertinent Courses or Training

Leadership Burbank Class of 2024!

Other Pertinent Skills, Experience or Interests

Resume attached does not reflect current employment at Del Rey Properties LLC 212 N. Evergreen St. Burbank, CA 91505 I have been employed as the sole property manager here since February 2022, following the sale of OnTrack & Field, Inc.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

None at this time.

List Community activities in which you are involved:

Election Integrity Project. Various political campaigns for friends running for office in the San Gabriel Valley and locally.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

None apply... N/A

Conflict of Interest

Conflict of Interest:

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Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Heritage Commission

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I am a student of history, as well as having had extensive background in journalism. I know quite a bit about Burbank's entertainment and education history. I am also a devotee of the Arts & Crafts Movement in architecture and home furnishings.

What are your goals in serving on this Board/Commission/Committee?

I aspire to encourage my fellow Burbank citizens to value our unique city character, traditions and culture as we move into the future boldly. I want to be a part of shining a new light on what makes this city so very special to Southern California, California, and to the nation, if not the world!

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Art in Public Places

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I am an untrained artist, with a sincere appreciation of fine and performing arts.

What are your goals in serving on this Board/Commission/Committee?

I hope to keep culture alive and vibrant in an increasing "concrete" environment.

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

DANA MORRIS

Contact



Core Strengths

Interpersonal Communication
Writing Editorial Content
Desktop Publishing
Public Speaking
Identifying/Promoting Synergies
Customer Service & Retention
Event Promotion & Management
Vendor Relations
Research & Sourcing
Creative Collaboration
Volunteer Coordination

Software

Adobe Creative Suite: InDesign,
Photoshop, Illustrator
Microsoft Office: Word, Excel
QuickBooks Enterprise

Education

University of Southern California
Bachelor of Arts, Double Major:
Journalism, Public Relations /
Human Communications

Personal Interests

Reading Non-Fiction,
Documentary Film,
Cooking, Calligraphy,
Hiking and Walking

PROFILE

Versatile communications and sales professional experienced in building strong business relationships, creating targeted print and digital content, memorable special events and programs, and delivering in-person presentations. Focused on delivering exceptional customer service experiences across a range of non-profit, corporate and entrepreneurial environments. Adept spokesperson with a knack for networking. Resourceful team member eager to apply diverse talents to achieve and exceed organizational goals.

EXPERIENCE

OnTrack and Field, Inc.

Director, Sales & Marketing

2000–2020

- Produced distinctive annual product catalog distributed to high school, college and university athletic programs across the country (circ. 62,000 at peak)
- Designed direct-mail, display advertising and email marketing pieces building brand awareness and promoting specific sales campaigns
- Supported outside and inside sales teams, shepherding phone, online and in-person customer inquiries from quotes to order, to fulfillment and invoicing
- Managed all company social media accounts
- Established and conducted an annual scholarship award program recognizing outstanding coaching efforts, and providing support for continuing coaching education
- Represented the company at sporting events, clinics and conferences
- Directed conversion of existing company website to an e-commerce platform, enabling staff to bring editing in house, and conduct sales online
- Established an affinity program to reward top customers
- Supervised the updating and purchase of office technology
- Performed a variety of administrative functions including accounts payable review and approval, sales tax preparation, compliance, company correspondence, etc.

The Walt Disney Company

Manager, Employee Communications

1999–2000

Senior Employee Communications Representative

1995–1999

- Served as editor of the *Disney Newsreel*, the bi-weekly newsletter for Burbank-based corporate/studio employees, creating content and layout for hard copy and digital versions
- Supported sister departments of the Disney University, producing promotional and collateral materials, staffing special events, and conducting V.I.P. tours
- Oversaw distribution of news releases from the company's corporate communications department for employee consumption
- Managed a staff of three employee communication representatives

Burbank Chamber of Commerce

Communications Director

1989–1995

- Produced the organization's monthly *Enterprise* business news publication (circ. 6,000): Served as editor, writer, photographer, designer and advertising salesperson
- Organized and conducted networking and fundraising events, forums and workshops
- Acted as staff liaison to several chamber action committees and sub-committees, providing support and guidance to the organization's volunteer leaders

Application Form

Profile

Anneliese

First Name

London

Last Name

Middle Initial

[Redacted]

Email Address

[Redacted] west olive ave apt [Redacted]

Home Address

Suite or Apt

burbank

City

CA

State

91506

Postal Code

Home: [Redacted]

Primary Phone

Alternate Phone

Retired

Employer

Professor

Job Title

Education

Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted
Heritage Commission: Submitted

Length of time as a Burbank Resident:

41 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I served on the Civic Pride Committee many years ago and really enjoyed serving my community.

Education

I have a Doctorate in Psychology.

Additional Pertinent Courses or Training

Taught art classes and facilitated art therapy sessions for special populations.

Other Pertinent Skills, Experience or Interests

I am an artist and published writer.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

Civic Pride Committee

List Community activities in which you are involved:

Served on the Burbank University Women.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

No conflicts of interest.

AB 1234 Training

The Board, Commission or Committee (collectively Board) you are seeking appointment to provides City reimbursement for attending trainings or conferences. Therefore, under State Law all members of the Board must receive at least two hours of ethic's training, as prescribed by the Fair Political Practices Commission, within one year of appointment and once every two years thereafter.

First Choice**FIRST choice for Board/Commission/Committee appointment:**

Heritage Commission

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I have a lot to offer because of my experiences as a resident and my love for Burbank.

What are your goals in serving on this Board/Commission/Committee?

To contribute to my community.

Second Choice**SECOND choice for Board/Commission/Committee appointment:**

Art in Public Places Commission

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

Artist

What are your goals in serving on this Board/Commission/Committee?

To contribute to making Burbank beautiful.

Supplemental Questions

Acknowledgement**Acknowledgment No. 1 - General**

ALL INFORMATION SUBMITTED IS A PUBLIC RECORD AND WILL BE POSTED ON THE CITY'S WEBSITE. All City Board, Commission, and Committee members serve without compensation from the City. No person shall serve at the same time on more than one Board, Commission or Committee. All applicants must be electors of, and actually reside in the City of Burbank, with the exception of the Burbank Cultural Arts Commission and the Sustainable Burbank Commission. (Per BMC Section 2-1-405, 2-1-406, 2-1-407)

I Agree